



TRANSMITTAL FORM

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Total Number of Pages in This Submission 6

Application Number	10/713,428
Filing Date	November 17, 2003
First Named Inventor	Charles J. Rizzo
Art Unit	3611
Examiner Name	J. Silbermann
Attorney Docket Number	Magna-001001

ENCLOSURES (Check all that apply)

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|---|---|---|
| <input checked="" type="checkbox"/> Fee Transmittal Form | <input type="checkbox"/> Drawing(s) | <input type="checkbox"/> After Allowance Communication to TC |
| <input checked="" type="checkbox"/> Fee Attached | <input type="checkbox"/> Licensing-related Papers | <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences |
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| <input type="checkbox"/> Express Abandonment Request | <input type="checkbox"/> Terminal Disclaimer | Recordation Cover Sheet; |
| <input type="checkbox"/> Information Disclosure Statement | <input type="checkbox"/> Request for Refund | Assignment of Charles J. Rizzo and Richard E. Fearon; |
| <input type="checkbox"/> Certified Copy of Priority Document(s) | <input type="checkbox"/> CD, Number of CD(s) _____ | Check No. 31035 for Issue Fee; and |
| <input type="checkbox"/> Reply to Missing Parts/Incomplete Application | <input type="checkbox"/> Landscape Table on CD | Check No. 1152 for Recordation Fee. |
| <input type="checkbox"/> Reply to Missing Parts under 37 CFR 1.52 or 1.53 | Remarks | |

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm Name	LAW OFFICE OF ANDREW BODENDORF LLC		
Signature			
Printed name	Andrew F. Bodendorf		
Date	November 30, 2006	Reg. No.	39,537

CERTIFICATE OF TRANSMISSION/MAILING

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Charles J. Rizzo et al.

Art Unit : 3611

Serial No. : 10/713,428

Examiner : J. Silbermann

Filed : November 17, 2003

Confirmation No.: 2745

Notice of Allowance Date: September 1, 2006

Title : MAGNETIC ADVERTISEMENT

Mail Stop ISSUE FEE

Commissioner for Patents

P.O. Box 1450

Alexandria, VA 22313-1450

**RESPONSE TO NOTICE OF ALLOWANCE AND COMMENTS ON EXAMINER'S REASON
FOR ALLOWANCE**

In response to the Notice of Allowance mailed September 1, 2006, enclosed please find a signed copy of the Form PTOL 85 Part B- Fee(s) Transmittal and Check Number 31035 in the amount of \$700.00 for payment of the Issue Fee.

In response to the interview summary and telephonic interview of August 24, 2006, Applicant provides the following statement of substance of the interview. The Examiner called Applicant to request canceling withdrawn claims 33, and 36-49 to place the application in condition for allowance. Applicant granted the Examiner's request and the claims were cancelled by Examiner's amendment. The substance of the Interview also was put forth in the corresponding Examiner's Amendment of August 24, 2006.

Accompanying this response is a request for recordation of the Assignments of Charles J. Rizzo and Richard E. Fearon assigning the application to Magna Card, Inc. Check No. 1152 in the amount of \$40, is enclosed for payment of the recordation fee under 37 CFR 1.21(h).

If any questions remain, the Examiner is kindly requested to contact the undersigned at the telephone number listed below.

Respectfully submitted,

Date: NOVEMBER 30, 2006

Andrew F. Bodendorf
Reg. No. 39,537

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